

FAAS

(FARMING-AS-A-SERVICE): A NEW RAY OF HOPE IN INDIAN AGRICULTURE

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India is the land of agriculture and majority of the Indian family's livelihood mainly depending on agriculture. As we know that from past few decades Indian agriculture worsened due to many biotic and abiotic factors in such conditions Indian farmers were showing interest towards Farming as a Service model. Above 70% of the agricultural households in India small farmers with small size of land holdings and they were struggling to make ends meet and depends on loans which they have to pay more interest for their farming activities. Due to gradual increasing in Indian population the demand for food also increasing but the land is constant. At present in India, Public Private Partnership members working to improve the efficiency and productivity of Indian agriculture and exploring how Farming as a Service (FaaS) solutions can play a role. FaaS aims to offer technology solutions for efficient farming in affordable price. It converts fixed costs into variable costs for farmers, thus making the technologies more affordable for a majority of small farmers. Its services are available on a subscription or pay-per-use basis in three broad categories, which are crucial across the agriculture value chain.

WHAT IS FARMING-AS-A-SERVICE (FAAS)?

FaaS is an acronym for Farming-as-a-Service, which refers to agricultural services provided on a pay-per-use or subscription-based model. FaaS provides innovative, professional-grade solutions for agriculture and allied services via a subscription or pay-per-use model. These farm management solutions which allow stakeholders to make data driven decisions to boost productivity and efficiency.

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for a majority of small farmers. FaaS offers information sharing, analytics and precision farming tools. The data is collected directly through use of ICT based tools like drones, satellites, and farmers, market agents and government agencies. The gathered information is further processed and analyzed by statistical ways and apply the data to find what works well on farmers condition.

FACILITIES UNDER FAAS:

1. Farm management solutions:

FaaS provides facilities of farm management solutions by capturing of precise information about farm and its conditions through high-tech equipment (drones, satellites), farmers, market agents, government agencies. Particularly data about inputs like seeds, fertilizer, associated costs, soil quality and weather parameters.

2. Production assistance:

FaaS delivers improved machinery and other equipments on hired basis for this farmer can pay amount in different modes like pay per use or lease for fixed time period and there will be an EMI options to farmers. Other productions assistance like skilled and unskilled labour based on demand by the farmers and utility services like grid electricity and water services.

3. Access to markets:

Majority of the Indian farmers were illiterates and only few percent of total farming population had a basic education in that conditions farmers could not able to get real time information about commodity arrival and price of the particular commodities. In order to overcome those constraints FaaS facilitates Virtual platforms such as mobile apps or online stores to connect farmers with suppliers for timely procurement of seeds, fertilizers, pesticides.

FAAS INITIATIVE STARTUPS:

Ninja cart

- Founded: In 2015
- Founders: Ashok Prakash, Ashtosh Vikram, Kartheeswaran K, Sharath Loganathan, Thirukumaran Nagarajan, Vasu Devan
- Headquarters: Bangalore, Karnataka
- Product Name: Ninja cart Mobile App
- Technology Used: B2B e-Commerce platform, Mobile platform
- Objective: To provide more income to farmers and fewer prices to retailers by creating an efficient supply



Fasal – Climate Smart Precision Agriculture Solution

- Founded: In 2015
- Founders: Ashok Prakash, Ashtosh Vikram, Kartheeswaran K, Sharath Loganathan, Thirukumaran Nagarajan, Vasu Devan
- Headquarters: Bangalore, Karnataka
- Product Name: Ninja cart Mobile App
- Technology Used: B2B e-Commerce platform, Mobile platform
- Objective: To provide more income to farmers and fewer prices to retailers by creating an efficient supply



Farmizen

- Founded: In 2017
- Founders: Shameek Chakravarty, Gitanjali Rajamani and Sudaakeran Balasubramaniam
- Headquarters: Bangalore, Karnataka
- Product Name: Farmizen Mobile App
- Technology Used: Mobile App Platform
- Objective: To build a food eco-system that's better for consumers, better for farmers, and better for the planet.



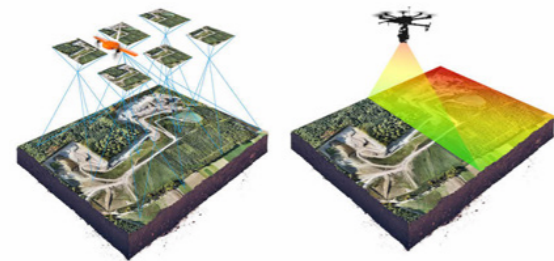
vDrone

- Founded: In 2017
- Founders: Kunal Sharma and Pranav Manpuria
- Headquarters: Bangalore, Karnataka
- Product Name: Agricultural Aerial Mapping
- Technology Used: Aerial Robotics and Mapping Technology
- Objective: To provide farmers with actionable data through mapping technology



Thanos Technologies

- Founded: In 2016
- Founders: Harish Alladi, Prathyush Akepati and Pradeep Palleli
- Headquarters: Hyderabad, Telangana
- Product Name: Agricultural Aerial Spraying
- Technology Used: Aerial Robotics
- Objective: To provide farmers with innovative aerial solutions to conventional terrestrial problems.



Hosachiguru

- Founded: In 2014
- Founders: Ashok Jayanthi, Sriram Chitlur and Srinath Setty
- Headquarters: Bangalore, Karnataka
- Product Name: Green Unit, Agri Asset Management Services and Agri Services
- Technology Used: Asset Management
- Objective: To create a unique green investment venture which allows people to buy land and take up agriculture



CONCLUSION

FaaS (Farming as a Service) model can be the new ray of hope in Indian agriculture by overriding the constraints which arises from the biotic and a biotic factors and helps to boost the agriculture GDP by providing latest techniques, tools and machinery thus there is a need of policy support to strengthen the FaaS which ultimately positive contribution in Indian economy in general and in small farm families welfare particular.



Gold Farm

- Founded: In 2015
- Founders: Abhilash Tirupathy and Karthic Ravindranath
- Headquarters: Coimbatore, Tamil Nadu and Bangalore, Karnataka
- Product Name: Farm Equipment on Rental

